

Memorandum of Co-operation between City & County of Swansea and Swansea University

Preamble

Whereas Swansea University enjoys the privilege of a Royal Charter and acts for the benefit of its members as well as discharging public duties, the Council of the City & County of Swansea is a principal Council as defined by section 20 Local Government Act 1972, ('the Council'), the purpose of this Memorandum is to identify areas of activity for the benefit of the University and the Council with particular reference to:

- identifying, strengthening and promoting common purposes working with other organisations to promote health, wellbeing and citizenship within the Swansea Bay City Region;
- to develop and enhance opportunities for creating a prosperous Swansea Bay City Region with particular reference to:
 - o economic development;
 - o skills and the labour market;
 - o promotion of knowledge economy;
 - o innovation and knowledge transfer;
 - o sport, culture and heritage.

To these ends the Council and the University have entered into the following agreement:

Article 1 Economic Development

The partners will support co-operation between companies and institutions to develop initiatives designed to benefit economic development within the Swansea Bay City Region. The regeneration of the City Centre and the development of the Bay Campus are of strategic importance to both organisations. Collaboration and a joint approach to optimising the use of European funding is a key priority.

Article 2 Education, Skills & the Labour Market

The partners will co-operate to promote the development and deployment of a skilled workforce in key sectors to achieve greater levels of productivity.

Article 3 Enterprise and Innovation

The partners will foster the development of a knowledge based economy, widening the opportunities for research & development, leading to new product and process innovations within Swansea Bay firms and organisations.

Article 4 Sustainable Development

The partners will seek to make sustainable development their central organising principle and to promote and innovate in the production of renewable energy

Article 5 Wales City of Culture & Heritage

The partners will encourage collaboration on key opportunities in relation to Sport, Culture & Heritage which raise the Swansea Bay profile, nationally and globally, to new and existing audiences.

Regulations Governing Co-operation

The University and the Council will be responsible for monitoring the implementation of this agreement on co-operation and to initiate and develop new projects with a common interest.

Within this framework of this agreement, it will be possible for the Council and the University to enter into agreements with legal effect and with reference to the Preamble involving third parties.

This agreement on Co-operation will come into effect after approval by the Council and the University.

Signed on behalf of the City & County of Swansea

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Date : 20th May 2015

Councillor Rob Stewart
Leader

Signed on behalf of Swansea University

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Date : 20th May 2015

Professor Richard B Davies
Vice Chancellor

City and County of Swansea/Swansea University Pledge Specific Areas for co-operation

Economic Development

- Working collaboratively in the City Region with a global perspective.
- Developing overseas links in conjunction with Swansea University's strategic partnerships including Texas, Grenoble and Wuhan, China.
- Building on Swansea University's research strength as a UK top 26 University to promote and secure inward investment opportunities.
- Maximising the development opportunities associated with the Singleton and Bay campuses with associated public infrastructure.
- Working collaboratively to regenerate the City Region with particular reference to developing a shared vision and action plan for Swansea City Centre.
- Promoting the knowledge economy and in particular exploiting the opportunities associated with the scale of the world class research of Swansea University in life sciences, advanced engineering and ICT.

Education, Skills & the Labour Market

- Promote Swansea Bay City Region as the pilot UK UNESCO Learning City, on a theme of developing entrepreneurial skills and attitudes
- Working regionally with the RLP to improve the quality of labour supply through the development of the Regional Employment and Skills Plan
- Developing the skills to support identified key Knowledge economy sectors and delivering these in conjunction with the College University Skills Partnership, in response to the needs of identified companies with growth potential
- Improving productivity through high level skills development in STEM subjects developing skills pathways from entry level, through Work Based Learning, Foundation and Part Time Degrees and CPD to PhD, delivering through the College University Skills Partnership
- Promoting collaboration with Swansea City FC and the Ospreys over the Capital City of Sport initiative including identifying major sporting events that can be hosted arising out of such collaboration.
- Developing further strategic partnerships and dialogue with national sport bodies including Sport Wales.
- Readdressing the Management issues of Wales National Pool and promoting the delivery of the Welsh Varsity when the event is staged in Swansea.
- Promoting the Healthy City/University ideal and its development across the region.

Enterprise and Innovation

- Supporting the infrastructure to progress peer reviewed world class research with scale to improve productivity and promote new business starts.
- Grow the knowledge economy through the provision of sector leading R&D intellectual property and specialist equipment.
- Business networking and supply chain development including facilitating growth in opportunities through the exchange of partnerships with client organisations in the private and public sector.
- Building on existing industrial partnerships and developing new ones
- Improving the quality of leadership and management in business through LEAD and Leading Growth.
- Developing leadership and entrepreneurial skills and attitudes for leaders in the public sector through the UNESCO Entrepreneurial Learning City initiative
- Based on Swansea University's scale and research credentials to work in partnership to promote the development of an entrepreneurial culture in the region.
- The organisations will explore opportunities to collaborate on the development and provision of business and support services, including ICT, human resources, finance, legal and administration, where there is mutual benefit from cost savings through economies of scale, sharing expertise and knowledge and increasing resilience.

Sustainable Development

- Promoting research and technology to create sustainable jobs through acting entrepreneurially, supporting growth in key sectors with supply chains supported by skills pathways, developed by the College University Skills Partnership.
- To support the development of the renewable energy sector through the provision of skills development to support expansion and supply chain development.
- To protect and promote the environment to improve the student and visitor experience and enhance the quality of life for all.
- To collaborate on developing wireless and data IT connectivity within the City Bay region including extending the Wireless network Eduroam to local authority buildings, LC2 and 360 (Sports and Leisure).

Wales City of Culture and Heritage

- Promoting Swansea as Wales City of Culture and an international destination.
- Preserving and celebrating the best of Swansea's industrial heritage including working jointly on the World Heritage application for Hafod Copperworks.
- Promoting the UNESCO Swansea Bay Learning City Region, rooted in history, language, culture and developing skills for regeneration of communities.
- Developing the sporting infrastructure and promoting physical activity to the benefit of the community and to students.
- Engaging disadvantaged communities in their own regeneration.
- Collaboration with the Swans and Ospreys over the City of Sport and further developments at the Ashleigh Road Sports Village.

DEVELOPING THE PLEDGE BETWEEN UNIVERSITY OF WALES TRINITY SAINT DAVID: SWANSEA AND CITY AND COUNTY OF SWANSEA

January 2015

1. Introduction

The University of Wales Trinity Saint David (UWTSD) Group aims to establish a new educational 'system' of universities and colleges committed to educating students of all ages and backgrounds, and to stimulate economic development in the Swansea Bay City Region, across Wales and beyond. To this end, the university seeks to build positive relationships with the local authorities where the university has campuses or substantial activity. It proposes to develop in partnership with such authorities a **joint pledge** to strengthen partnership working in areas of joint interest.

Swansea Council has a policy commitment to working in partnership with both the regional universities and is seeking to establish a strategic alliance for mutual benefit. Swansea Council is committed to working closely with the city's two universities, local colleges, the Welsh Government and other partners to develop a 'Creative City Region' strategy and build Swansea as a science, technology and creative capital, developing a dynamic knowledge-based economy and increasing science-based employment, education and training.

2. The Pledge

The idea of the pledge is to ensure that the partnership between the university and the individual local authority contains specific actions which will benefit both partners jointly and where each partner can be held accountable to the other. The pledge will be underpinned by an agreed framework to ensure implementation of agreed actions. Costs will be negotiated between partners on individual projects

The framework to underpin the pledge contains the following:

- The authority for the delivery of the pledge will be the joint responsibility of the offices of the Chief Executive/Leader of City and County of Swansea (CCS) and the Vice-Chancellor/Chair of Governors of the University of Wales Trinity Saint David.
- Each office will designate a senior member of staff to take responsibility for delivery. The responsible staff member will report bi-annually to the Chief Executive/Vice Chancellor on progress
- Each partner will be responsible for monitoring the implementation of this agreement on co-operation and to initiate and develop new projects with a common interest.

- Within this framework of this agreement, it will be possible for departments of each organisation to enter into more specific agreements including secondments.
- Progress on the pledge will be reported jointly annually to the University Council and to the CCS Cabinet.
- The detailed areas of co-operation are attached in Schedule 1 appended to this Pledge. This will be reviewed annually.

3. City and County of Swansea's priorities

In taking forward its work the Council works to the following key priorities:

- Anti-poverty
- Safeguarding
- Pupil Attainment
- The City Centre and the economy
- Building sustainable communities

4. Swansea Local Service Board (LSB) population outcomes

The LSB vision for Swansea is that it will be a desirable place to live, work and visit that:

- capitalises on the distinctive relationship between its vibrant urban areas and outstanding rural and coastal environments.
- has sustainable, distinct communities, in both urban and rural locations, that benefit from sufficient good quality accommodation, supporting infrastructure, community facilities and opportunities for recreation.
- supports a competitive and prosperous economy that acts as a focal point for the wider Swansea Bay City Region.
- is a thriving city centre destination that offers excellent shopping facilities and supporting leisure and business opportunities, capitalising on its proximity to the waterfront.
- celebrates and conserves its unique natural heritage and cultural and historic environments.

The University is an active partner in the City's Local Service Board and shares the desired population outcomes for Swansea.

- Children have a good start in life
- People learn successfully
- Young people and adults have good jobs
- People have a decent standard of living
- People are healthy safe and independent
- People have good places to live and work

5. UWTSO's Strategic Agenda

The University's strategic plan 2014-2017 highlights 7 key planning themes representing the core values of the university.

- **COLLABORATION** through the establishment of a range of strategic relationships at regional, national and international level. Such networks will have the potential to inspire our learners, staff and partners to create exciting new learning futures.
- **INCLUSIVITY** through putting learners first and championing lifelong learning without barriers; and supporting students from all backgrounds and at all stages of their education.
- **EMPLOYABILITY AND CREATIVITY** by harnessing the entrepreneurial, research, creative and enterprising skills of our learners, we can offer educational programmes that allow our students to have the best opportunities to gain employment and develop their transferable skills.
- **SUSTAINABLE DEVELOPMENT** through a system-based approach to delivering meaningful and relevant educational pathways we will promote learning and social responsibility that supports "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." (Brundtland Commission, 1987).
- **WALES AND ITS DISTINCTIVENESS** through celebrating the distinctive linguistic and cultural assets and heritage of Wales.
- **THE CONCEPT OF GLOBAL CITIZENSHIP** through the development of further multi-national activities and opportunities for our learners, staff and partners.
- **RESEARCH AND ITS IMPACT ON POLICY** by ensuring that our research activity and outcomes influence the evidence base of policies developed in Wales and beyond.

6. Taking the pledge forward

The pledge does not represent all the collaborative activity between the Council and the University. It reflects a small number of key areas which are priorities for both the council and the university identified in accord with both the university's strategic plan and the council's desired outcomes. The pledge itself only includes those areas which are capable of being progressed within the first year of the agreement.

7. Agreement of Co-operation between City & County of Swansea and University of Wales: Trinity Saint David, Swansea

The organisations will:

- Collaborate to strengthen partnership working in areas of joint interest
- Develop and enhance opportunities for creating a prosperous Swansea Bay City Region
- Collaborate in the areas of Sustainable Development, Economic Development; Skills & the Labour Market; Knowledge Economy, Innovation & Knowledge Transfer; Sport, Culture & Heritage

The partners have entered into the following agreement

Article 1 Economic Development, the City Region and Swansea City Centre

The partners will support co-operation between companies and institutions to develop initiatives designed to benefit economic development within the Swansea Bay City Region. The regeneration of the City Centre and SA1 is of fundamental strategic importance to both organisations. The promotion of Swansea as a cultural destination is a key priority.

Article 2 Skills & the Labour Market

The partners will co-operate to promote the development and deployment of a skilled workforce in key sectors to achieve greater levels of productivity.

Article 3 Enterprise and the Innovation Quarter

The partners will foster the development of a knowledge based economy, widening the opportunities for research & development, leading to new product and process innovations within Swansea Bay firms and organisations.

Article 4 Sustainable Development

The partners will commit to providing strong community leadership for sustainable development in Swansea and the broader City Region

Schedule 1: 2014 - 2015

Article 1 Economic Development, the City Region and Swansea City Centre

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Proposals

- **The University is a core member of the Swansea Economic Regeneration Partnership, the Knowledge Economy and Innovation Programme Board and a key partner in the Swansea Business Improvement District and will continue its proactive involvement in these groups.**
- **The City Council and the University will work together to progress the redevelopment of Swansea City Centre** through the implementation of the City Centre Strategic Framework and action plans. This will build upon the significant achievements over the past few years including the Sony Centre, Alex and the Creative Bubble. Areas of mutual interest will focus around the Alexandra Street corridor, the Albert Hall and the emerging Kingsway Innovation Zone.
- **The University and the Council will collaborate on a joint approach to focus on connectivity for capital funding for SA1**

Article 2 Skills & the Labour Market

The partners will co-operate to promote the development and deployment of a skilled workforce in key sectors to achieve greater levels of productivity.

Proposals

- **UWTSD will work with Swansea officers to provide accreditation for projects developed as part of the school to school support model and support roll out of the model to other LAs in the Swansea Bay City Region through the RLP before sharing it with other regions in Wales.**
- **UWTSD undertakes to reserve a place for the City & County of Swansea to have educational representation** within the governance arrangements for SA1 Waterfront Innovation Quarter to maximise collaborative opportunities
- **UWTSD and the CCS will look to develop a specific project through the UW/UWTSD Centre for Equity in Education** focusing on raising children's achievement in the designated Community First wards and St Thomas
- **UWTSD will develop a Creative Industries Student Placement Initiative (CISPI)** through its Creative Industries Research and Innovation Centre (CIRIC). CIRIC is a

Knowledge Transfer Centre for projects that support the creative industries in Wales. CISPI will maximise the benefits, networks and links derived from CIRIC's community activities and European-funded projects with local companies who are interested in recruiting student interns.

- UWTSD will take the lead on the **Adjacent Educational Project** on behalf of the Swansea Bay Studios, based on a former industrial site on the edge of the city. Adjacent Productions are responsible for the American television series 'Da Vinci's Demon's', which is currently filming its third series. Following a successful relationship between the University and the Studios during the recording of the first two series, a University research student has been seconded to the role of Education Liaison Officer at the Studios but will remain an employee of the University. The educational project will: create links between the local community, commercial and educational establishments, and the Studios; provide tours and educational workshops for educational establishments in the locality; ensure that local Further Education and Higher Education institutions are able to take full advantage of the jobs and opportunities that arise at the Studios; raise awareness of career/job opportunities within the film industry, with particular reference to training pathways in the Swansea Bay City Region.
- The University will work with the Council's 'Beyond Bricks and Mortar' initiative to **champion the use of Social Benefit Clauses in public sector contracts** and improve people's employability by maximising the impact of the SA1 Waterfront innovation Quarter regeneration programmes offering and facilitating training and work placements by placing trainees and apprentices with developers and contractors.
- The University and the Council will work together to expand The Swansea Apprenticeship Programme into a wider '**Vocational Education and Training Programme**', e.g. New Skills for New Jobs programme for Swansea.
- If the **Tidal Lagoon project** proceeds, the University will work with CCS and other partners to ensure that Swansea becomes the global lead for innovation and skills development around tidal lagoon technology.

Article 3 Enterprise and the Waterfront Innovation Quarter

The partners will foster the development of a knowledge based economy, widening the opportunities for research & development, leading to new product and process innovations within Swansea Bay firms and organisations.

Proposals

- The University and the Council will work jointly with other partners including the Welsh Government and Swansea Bay City Region Board to maximize the regeneration opportunities from the major transformative project bid led by UWTSD supported the Knowledge Economy and Innovation Group to develop a **Waterfront Innovation Quarter in SA1** linked to the city centre, to

- Define Swansea as an innovation city
 - Establish a range of impact hubs in identified priority areas which will deliver clear economic and commercial benefits
 - Build an integrated innovation and enterprise ecosystem which caters for knowledge transfer collaboration between industry and academia
 - Drive social, cultural and economic development by providing companies with access to advice and support allied to a world class technological capacity and know how.
 - To create a critical mass of expertise that can act as a magnet for attracting new companies, partnerships and investment.
 - To bring worldwide best practice to Wales and show the best of Welsh creativity and innovation.
 - To drive the regeneration of the City and region.
- The University's Creative Industries Research and Innovation Centre will support the development of **new IP project proposals from Welsh media companies** (TV, film and new media) that are located in the Swansea Bay City Region. The Knowledge Transfer Centre, known as Moving Image Wales, will provide a consultancy service and access to its high-spec facilities, as well as staff and industry expertise, to assist in media proposal development and Research and Development activities (such as Pilots/Tasters for platforms including television, feature films, internet concepts and cross-platform content). This is particularly important opportunity in light of the relocation of the S4C HQ to within the SBCR.
 - Working with the City and County of Swansea Business Support Unit, the University is **developing proposals for the creation of business units at the vacant High Street Arcade** premises in the city centre. The units will offer a base from which the University's graduate start-up businesses can grow. In recent years, Swansea Metropolitan has, according to the Higher Education Business and Community Interaction Survey, produced significantly more successful businesses than most Welsh Higher Education institutions. The development of a new facility for graduate businesses will allow the University, through its Centre for Creative Entrepreneurship, to further progress its promotion of enterprise and entrepreneurship within the University and the Swansea Bay City Region.
 - **The University's Institute for Sustainable Design (ISD)** will continue to bring cutting-edge research, development and innovation to the Region's energy, engineering, life sciences and creative industry sectors. ISD is a European-funded project with collaboration between academia and industry. Following the University's refurbishment of the former Swansea Central Library, ISD has now moved into a new facility on Alexandra Road creating a vibrant design exchange.

Article 4 Sustainable Development

The partners will commit to providing strong community leadership for sustainable development in Swansea and the broader City Region

Proposals:

- The partners commit to developing a sustainability pledge to take forward sustainability objectives of benefit to both organisations in light of the Wellbeing of Future Generations Bill including the provision for students to gain work-based experience in the council in sustainable development and related fields

- The University and Council will work together to support the development of Swansea as a low carbon region and will
 - investigate the opportunity to develop a route map to energy self-sufficiency for Swansea to maximise the benefit for the City Region area
 - work jointly to consider the development of a Community Energy & Enterprise Scheme where local people benefit from renewable energy produced locally through locally based social enterprises.
 - aim to develop skills and capacity in the local communities to manage such schemes where appropriate